



Application

Narrative

Cash Transmittal

Development Standards

Continental

Rezoning Narrative
1000 N Scottsdale Road, Scottsdale
Case No. 14-ZN-2018



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1. Introduction

Purpose and Vision of the Request

The purpose of this request is to modify the existing zoning to enable the development of *Continental*, a new, Class-A, mixed-use project at the northwest corner of Scottsdale Road and Continental Street. The project consists of roughly 281 residential units with an array of amenities and over 10,000 square feet of ground floor, street-activating commercial space. The project represents an important redevelopment at the south edge of Scottsdale that will bring new residences and commercial space to the area in an effort to strengthen the area employment and economic base. The project will also serve as an inspiration for further redevelopment along this transitional area of Scottsdale Road.

Request

The application requests a rezoning from the antiquated Highway Commercial (C-3) zoning designation to a new, Planned Unit Development (PUD) district with Amended Development Standards. It should be noted, the redevelopment concept for this site was previously recommended for approval by City Staff, the Development Review Board and the Planning Commission. Prior to City Council consideration, and after additional market feedback, it was determined that project modification would be required to ensure the feasibility of such a redevelopment at this location.

Location/Current Use

The property is located at 1000 North Scottsdale Road, (APN No. 129-13-002L), situated along the west side of Scottsdale Road, north of Continental Drive near the City of Scottsdale's southern edge. South of Continental Drive is the City of Tempe. The roughly 210,000 square feet (4.4-acre) property has historically housed automotive dealerships and associated uses. With the relocation of such auto-related uses to more freeway adjacent locations, the site is appropriately positioned for rezoning and redevelopment with a less intense use more in tune with the surrounding character.

Relationship to Surrounding Properties

Most of the buildings and uses surrounding the location were developed years ago and have seen minimal or minor alterations.

- **To the North:** Located directly to the north is a large, unoccupied lot with General Commercial (C-4) zoning. This is a very intense zoning designation and the site was formerly an auto dealership.
- **To the East:** Scottsdale Road abuts the east edge of the property. Across Scottsdale Road is an assortment of small, free-standing commercial buildings under Highway Commercial

(C-3) zoning. Uses include is a massage parlor, an auto dealership, an auto repair facility and a check cashing establishment.

- **To the South:** Continental Drive abuts the south edge of the Property. Across Continental Road is the City of Tempe and commercial uses including a convenience store and gas stations, a laundry mat and an auto dealership.
- **To the West:** To the west of the site is Multifamily (R-5) zoning and a two-story multifamily residential development. This existing development drive aisle and parking (including covered parking spaces) abut the Property's west edge.



The Project is Located on the Site of a Former Automotive Dealership and Along a Commercial Corridor

2. Development Plan

Located in the southern portion of the Scottsdale Road corridor, *Continental* proposes a Class A, multifamily community consisting of a distinctive 4-story building with roughly 281 residential units and roughly 10,000 square feet of commercial space. The building's interface to the south and the east directly engages the pedestrian experience at the street level. The west edge of the property, which abuts the parking lot and drive aisle of an existing apartment community, was long the location of back-of-house uses for an automotive dealership, including parking, drive aisles, refuse, auto washing stations and other such uses. This new development replaces those less-desirable uses with a simple drive aisle which provides access to the community's interior parking garage. To the north are more commercial zoned properties. However, this project places a new, large landscaped open space at the northwest corner of the site and a new pedestrian pathway connection from the existing alley to Scottsdale Road.

Imbued aesthetically with a warm contemporary feel, the use of a white and light tan color palette, metal railings, canopy projections, light multi-colored brick and white stacked stone add visual interest both up close and from a distance. All of these elements will tie together with the architectural imagery to provide a strong identity for a site situated along one of Scottsdale's most significant thoroughfares. Varied roof lines with metal canopy projections and stucco clad cornices create a dynamic appearance from near and far. Different types of living space openings create variation on the elevations, with covered balcony projections and metal railings. The brick and stacked stone supplement the architectural character and provide material texture to multiple building stories.

The clubhouse / leasing center is located at the southwest corner of the site and creates a dramatic sense of arrival to the project and will be the central hub of activity for the community's residents. Contained within will be the leasing offices, a conference / business center, gourmet kitchen area, lounge area, cyber-cafe, and a state-of-the-art fitness center. Expansive stretches of glass provide views out to the pool deck and flood these spaces with light. Residents will have numerous activity options to engage in such as cooking demonstrations, multiple flat screen movies / program viewings, recreational-type amenities like pool tables, game areas and interactive video game stations, or they can choose to simply relax within the various lounge areas. Outdoor common amenities are located in two distinctive oversized courtyards areas. The courtyards feature a pool, a heated spa, sunbathing decks and ample covered patio areas to enjoy temperate weather out of the sun. An expansive shaded terrace with built-in barbeques is found within the northern courtyard, offering another amenity zone for residents and their guests. A mail and parcel collection lounge are located midway at the first floor of the building on the west side, along with a dog spa that has direct access to the exterior and the landscaped open space. Catering to alternative modes of transportation, bicycle racks and storage are located on-site and within the first floor of the building.

Much thought and care has gone into the site design and architecture to present residents and visitors with a rich and visually fulfilling impression at *Continental*. The landscape theme for plant materials are selected from a palette that embellishes a contemporary type environment for the project. The trees will be a mix of evergreen and deciduous, native and non-native species. Evergreens are provided to create a sense of place, while deciduous trees will create a variety in color and texture as the seasons change. The open spaces will accommodate pedestrian amenities such as benches, shade trees, aesthetic paving treatments to encourage pedestrian use and connectivity to various facilities on the site. Cabanas will act as outdoor rooms and complement the community's architecture and will be places for socializing, relaxing and contemplation. Further, the proposed landscape design is comprised of low water use flowering trees, shrubs and groundcover. The landscape will be watered through an automated drip irrigation system, to ensure maximum water conservation.

Property management will implement a valet trash program, providing front door pick-up for resident convenience. Solid waste will be collected by the valet and disposed of at the trash compactor located at the first floor on the west side of the building. This trash collection point will be discretely hidden from view, while also providing an easy pick-up location for solid waste services.

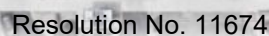


Exhibit 1

3. Conformance to the General Plan

Designated as a Mixed-Use Neighborhood and Growth Area on the 2001 General Plan, this mixed-use project is a perfect fit for the General Plan's Goals and Approaches. Below are a collection of some of those goals and policies with which the project aligns.

Character & Design (CD) Element

CD1: Determine the appropriateness of all development in terms of community goals, surrounding area character, and the specific context of the surrounding neighborhood.

- Respond to regional and citywide contexts with new and revitalized development in terms of:
 - Scottsdale as a southwestern desert community.
 - Scottsdale as a part of a large metropolitan area with a unique reputation, image, character and identity within its regional setting.
 - Relationships to surrounding land forms, land uses and transportation corridors.
 - Contributions to city wide linkages of open space and activity zones.
 - Consistently high community quality expectations.
 - Physical scale relating to the human perception at different points of experience.
 - Visual impacts (views, lighting, etc.) upon public settings and neighboring properties.
 - Visual and accessibility connections and separations.
 - Public buildings and facilities that demonstrate these concepts and "lead" by example.
- Enrich the lives of all Scottsdale citizens by promoting safe, attractive, and context compatible development.
- Encourage projects that are responsive to the natural environment, site conditions, and unique character of each area, while being responsive to people's needs.

Response: Continental proposes materials, colors, textures and detailing indicative of Scottsdale and include a wide range of elements reflecting the vibrancy and character of this Sonoran Desert location while maintaining a neutral tone palette with appropriate accents. Combined with the use of stepped back massing and shade projections, this project is intended to be a high-quality, context appropriate contribution to the neighborhood and the Scottsdale Road streetscape. The project provides a buffer from the intensity of Scottsdale road to the existing, 2-story multi-family development to the west and the single-family homes to the northwest. The street front is to be enhanced with connecting sidewalks and hardscape features, increasing pedestrian connectivity across and through the project. This project also provides a commercial use at the first floor along nearly the entire southern

street frontage and a large portion of the western street frontage. The northern courtyard of the project provides a window into the community, creating visual interest for those on-foot and in cars along Scottsdale Road. The project integrates various appropriately scaled design elements. This is apparent at the pedestrian scale with the first floor covered entries with unique built-in vertical light fixtures, access gates, differentiated building materials, and planters with building integrated bases. This is also evident from a more distant scale with the appealing, dynamic roofline and color / material changes. Most notably, this latter sense of physical scale is accomplished with the memorable tower element at the street corner.



Variety of Materials, Colors, Textures and Façade Articulation on Typical Elevation

The project is appropriately scaled and designed for the surrounding character of the area. The 4-story project is pushed towards Scottsdale Road and provides appropriate buffer and transition to the existing, multi-family community to the west, which is already 2-stories tall. The placement of the drive aisle along the west edge of the property also ensure adequate building to building spacing between the projects and will not negatively impacted the existing community. The closest single-family residential is to the northwest and separated by an alleyway. Nonetheless, the project provides a large, landscaped open space at the

northwest corner of the site and steps the building back from this location. Limiting the mounted height of the building's lighting and foot candle measurements at the property line are also intended to greatly lower the visual impact of these residential uses.

CD2: Review the design of all development proposals to foster quality design that enhances Scottsdale as a unique southwestern desert community.

- Recognize that Scottsdale's economic and environmental wellbeing depends a great deal upon the distinctive character and natural attractiveness of the community, which are based in part on good site planning and aesthetics in the design and development review process. These characteristics contribute substantially to the community's potential as a recreational resort area and regional trade center.
- Promote development that respects and enhances the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.
- Promote, evaluate and maintain the Scottsdale Sensitive Design Principles that when followed will help improve and reinforce the quality of design in our community.

Response: The project provides a distinct and attractive design. The building has been thoughtfully laid out to protect from and maximize the aspects of Arizona's unique climate. Two, naturally shaded courtyards are provided for resident use. These courtyards have the majority of the amenity spaces, located within the building to enhance natural shading and cooling during the hottest part of the day where much of the glazing occurs. The South facing elevation has additional shading at windows with window awnings. All windows and doors are either recessed or have a projection above for a minimum of 50% for windows and 30% for doors, or more in locations where additional shading is appropriate.

Land Use Element

LU3: Encourage the transition of land uses from more intense regional and citywide activity areas to less intense activity areas within local neighborhoods.

- Encourage the location of more intense mixed-use centers and regional employment cores along regional networks while incorporating appropriate transitions to adjoining land uses.
- Locate employment uses where impacts on residential neighborhoods are limited and access is available at citywide and regional levels.
- Guide growth to locations contiguous to existing development to provide city services in a cost effective and efficient manner.

- Encourage transitions between different land uses and intensities through the use of gradual land use changes, particularly where natural or man-made buffers are not available.

Response: This development is along Scottsdale Road, south of McDowell Road, both of which are major regional networks that offer access at citywide and regional levels. The development will be separated and transition from nearby land uses to the west by design and onsite circulation buffers. A drive aisle is placed along the west property line, matching the drive aisle and parking which exist at the adjacent multifamily project. The design places a transitional commercial use at the first floor, located and aligned with the two intersecting public streets. An attractive open space area between the building and Scottsdale Road is also provided. The massing, scale and step back of the overall building mitigates the noise, light and views to Scottsdale Road from the residential uses west of this property.

LU4: Maintain a balance of land uses that support a high quality of life, a diverse mixture of housing and leisure opportunities and the economic base needed to secure resources to support the community.

- Allow for a diversity of residential uses and supporting services that provide for the needs of the community.
- Provide a variety of housing types and densities and innovative development patterns and building methods that will result in greater housing affordability.

Response: This project will be designed to offer more variety of options for those that look to live, work and/or play in the community. The development is within walking/biking distance of nearby commercial centers and recreation areas, thereby creating the opportunity for a more community-centered and urban lifestyle. The project adds diversity by being a mixed-use development and providing a new housing option. The immediate area to the north, south and east is mostly commercial development, with multifamily and single-family uses to the west. This project will fill a void that currently exists at the southern edge of Scottsdale for newer, multi-family housing at a reasonable price, filling a niche between Tempe and the Camelback/Downtown Scottsdale area.

LU5: Develop land use patterns that are compatible with and support a variety of mobility opportunities/choices and service provisions.

- Integrate the pattern of land uses and mobility systems in ways that allow for shorter and fewer automobile trips and greater choices for mobility.
- Encourage non-motorized (pedestrian and bicycle) access/circulation within and to mixed-use centers to reduce reliance on the automobile.

- Provide a balance of live, work and play land uses and development intensities that enable convenient non-automotive trips (pedestrian, cycling and transit) where environmentally and physically feasible.
- Encourage that land uses with the highest intensity be located in areas conducive to alternative modes of transportation.

Response: The project is an appropriate intensity for the area and within walking distance – or an easy bike ride – to numerous commercial centers and recreation areas. The project provides a live, work play balance at the micro scale (on-site within the development) and the macro scale (a living option located in close proximity to employment and recreation activities). The area is also serviced by mass transit from City buses and located along a recognized Regional Corridor.

LU6: Promote land use patterns that conserve resources such as land, clean air, water and energy, and serve all people within the community.

- Encourage a variety of compatible mixed-use land uses throughout the city in appropriate locations, allowing people to live, work, play and shop in the same general area.
- Concentrate future development in “growth areas” and other centers of activity, thereby discouraging sprawl, conserving energy, and promoting community identity.
- Protect and revitalize established areas/neighborhoods by promoting new development and the adaptive reuse of existing community resources that re-energize an area.

Response: As mentioned above, the project is located within a General Plan recognized “Growth Area.” The mixed-use project on an infill site represents the antithesis of sprawl. The project is within walking distance – or an easy bike ride – to numerous commercial centers and recreation areas. The area is also serviced by mass transit from City buses. The proposed project will help revitalize an area that contains many empty lots and dated buildings. The new development will be designed to offer more affordable options for those that look to live, work, play and shop in the community. In addition, bringing new residents into an older area of Scottsdale will help re-energize a currently underutilized area, potentially spurring additional investment and redevelopment.

LU7: Sensitively integrate land uses into the surrounding physical and natural environments, the neighborhood setting, and the neighborhood itself.

- Incorporate appropriate land use transitions to help integrate into surrounding neighborhoods.
- Focus intense land uses along major transportation networks (such as the Pima Freeway and major arterial streets) and in urban centers (such as Downtown and the Airpark). Less intense land uses should be located within more environmentally sensitive lands.

- Incorporate open space, mobility, and drainage networks while protecting the area's character and natural systems.

Response: This development is located along Scottsdale Road just south of McDowell Road, both of which are major arterial streets that offer access at citywide and regional levels. The development will be separated from nearby structures by onsite circulation and an attractive open space area between the building and Scottsdale Road. To further limit the impact on residential neighborhoods to the west, the building is further set back from the west property line by a landscape area. The building has also been designed to limit any potential views, light and noise from entering into the adjacent residential area.

Economic Vitality Element

EV7: Sustain the long-term economic well-being of the city and its citizens through redevelopment and revitalization efforts.

- Encourage quality redevelopment in employment areas to provide new jobs, new retail and new entertainment opportunities in the Scottsdale market.
- Encourage and support the renovation and reuse of underutilized or vacant parcels / buildings / shopping centers.
- Enhance the experience for visitors who evaluate the quality of their experience through their visual impressions of the community by revitalizing the mature built environment of businesses and neighborhoods.
- Support and encourage appropriate public and private redevelopment and revitalization efforts in the community.

Response: The vacant property is clearly an underutilized site and the project will enhance the visual impression of the community. The project will help revitalize an area that contains many dated buildings and empty lots. The new development will be designed to offer more affordable options for those that look to live, work, play and shop right in their community. The site's location is highly visible and the new development will assist in the effort to enhance and revitalize the South Scottsdale experience for both residents and visitors, turning what was formerly a dated building and unkempt lot into a new, high-quality mixed-use development.

Housing Element

HE2: Seek a variety of housing options that blend with the character of the surrounding community.

- Encourage energy efficiency via integration of the city's Green Building and Sustainability programs (or future programs) in new housing designs.

- Encourage the creation of mixed-use projects as a means to increase housing supply while promoting diversity and neighborhood vitality.

Response: The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems and construction methods. As a mixed-use project, it reduces vehicular trips and will increase the available housing supply while revitalizing a highly visible area of Scottsdale Road, a Visually Important Roadway (*as per the Character Types Map on page 53 of the Scottsdale General Plan*).

HE3: Seek a variety of housing options that meet the socioeconomic needs of people who live and work here.

- Encourage and establish appropriate incentives for development of aesthetically pleasing housing that will accommodate a variety of income levels and socioeconomic needs.
- Encourage energy efficiency via integration of the city's Green Building and Sustainability programs (or future programs) in new housing design as a contribution to long-term housing affordability and as a benefit to our environment.

Response: As mentioned above, the new development will be designed to offer more affordable options for those that look to live, work and/or play in the community. To help with affordability, the project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems, and construction methods.

Neighborhood Element

NE1: Enhance and protect diverse neighborhoods so they are safe and well-maintained.

- Provide for a range of housing opportunities.

Response: This proposed project will help revitalize an area that contains many empty lots and dated buildings. The new development will be designed to offer more affordable options for those that look to live, work, shop and play in their community, promoting diversity and neighborhood vitality. This project will fill a void that currently exists for newer, multi-family housing with shared parking facilities at a reasonable price filling the niche between Tempe and the Camelback/Downtown Scottsdale area.

NE3: Sustain the long-term economic well-being of the city and its citizens through redevelopment and neighborhood preservation and revitalization efforts.

- Encourage a variety of housing densities throughout Scottsdale, with mixed-uses in areas of major employment and transit hubs, to offer greater live-work choices to a broader economic range of households.
- Support and encourage appropriate public and private economic reinvestment in mature, physically and economically declining areas.
- Maintain and create opportunities for quality housing for all citizens. This is a crucial component of Scottsdale's local economy.
- Encourage "green building" techniques and alternatives that incorporate healthy, resource- and energy-efficient materials and methods in design, construction, and remodeling in conjunction with revitalization, neighborhood conservation and redevelopment efforts.

Response: Located near both the Papago and SkySong Regional Centers, as well as within the Los Arcos Redevelopment Area, this mixed-use development will be designed to offer more affordable options and greater live-work choices to a broader economic range of households. The site's location is highly visible and the new development will assist in the effort to enhance and revitalize the experience for both residents and visitors, turning what was formerly a dated building and unkempt lot into a new, high-quality mixed-use development.

The project will utilize green building strategies including building orientation, passive solar design, natural day lighting, and passive cooling techniques. The project will promote the use of energy efficient systems and construction methods.

NE5: Promote and encourage context-appropriate new development in established areas of the community.

- Encourage new development efforts toward existing developed areas in Scottsdale.
- Promote the use of existing infrastructure as an incentive to encourage more infill development within the community.
- Promote existing developed areas of the community as opportune economic development infill sites.

Response: This development represents appropriate redevelopment of an existing developed area. The site is located along Scottsdale Road just south of McDowell Road on a vacant, underutilized infill site. There is existing infrastructure, but it will be improved for increased demand. The project is context-appropriate and will help revitalize an area that contains many dated buildings and empty lots.

Community Mobility Element

CM2: Protect the physical integrity of regional networks to help reduce the number, length and frequency of automobile trips, to improve air quality, reduce traffic congestion, and enhance quality of life and the environment.

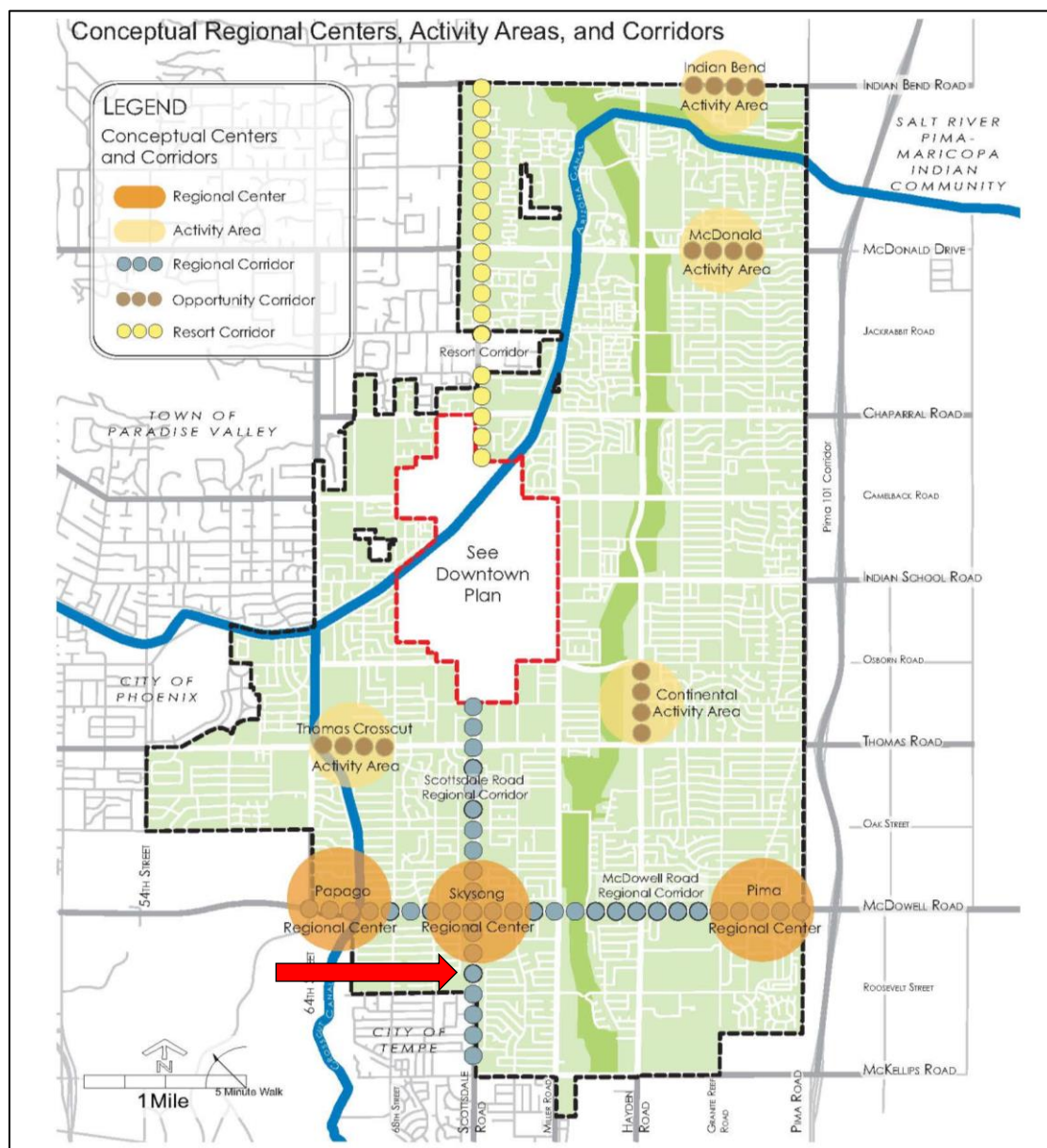
- Improve air quality by encouraging live, work and play relationships in land use decisions that reduce the distance and frequency of automotive-generated trips.
- Encourage alternative-fuel vehicles and examine future alternatives for mobility options that will help air quality and the environment.

Response: This proposed project is located with access to alternative modes of transportation and within walking/bike riding distance to many South Scottsdale amenities, services and employment opportunities, which will help minimize automotive traffic.

Electric Vehicle Charging stations will be located within the secured parking area for the residents to use, as well as secure bicycle parking. The scale and location of the project lends itself to a very pedestrian-oriented lifestyle that is increasing in popularity.

4. Conformance With Southern Scottsdale Character Area Plan

The Southern Scottsdale Character Plan has a goal *“To maintain the positive attributes of Southern Scottsdale and seize new opportunities for the area,”* and in order to make that happen it recommends *“the public and private sectors should explore innovative development ideas, encourage land use and development flexibility, and provide a coordinated approach to local and regional development and economic revitalization”*. There are many ways in which this proposed mixed-use project aligns with that vision. Below are a cross section of goals and policies with which this project aligns with the goals of the Southern Scottsdale Character Area Plan.



Located within the Southern Scottsdale Character Area Plan along a Regional Corridor

Resolution No. 11674

Exhibit 1

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9/1/2020

1. Land Use, Growth & Activity Areas

Goal LU 1: Promote residential reinvestment and revitalization through regulatory flexibility.

- **Policy LU 1.2.** Encourage new residential development and revitalization that complements the established urban form.
- **Policy LU 1.3.** Provide flexibility in residential mixed-use development standards to encourage revitalization of properties within higher density areas of Southern Scottsdale.

Response: The project exemplifies new residential development and revitalization by taking an underutilized vacant property and turning it into a vibrant new development that is full of activity and new residents helping to stimulate the local economy. The proposed PUD standards will aid in creating the higher density needed to make the project economically feasible and provide the opportunity for the sorely needed mixed-use development in the South Scottsdale area.

Goal LU 2: Create a hierarchy of regional, opportunity, and resort corridors to guide future land use, development and redevelopment throughout Southern Scottsdale.

- **Policy LU 2.1.** Regional Corridors consist of higher intensity development and exist only within the General Plan designated Growth Areas. These corridors will:
 - Connect Regional Centers;
 - Be bordered exclusively by a mixed-use neighborhood land use designation;
 - Contain vertical and horizontal mixed-use development; and
 - Support greater residential density to complement Regional Center land uses.

Response: Located within a designated “Growth Area,” this project is a key starting point to revitalizing South Scottsdale. The site is currently one of the larger vacant parcels along Scottsdale Road and this development will have a large positive impact on the surrounding environment.

Goal LU 3: Promote revitalization, reinvestment, and development along Southern Scottsdale’s Corridors.

- **Policy LU 3.1.** Create and encourage the utilization of flexible land use regulations as incentives for reinvestment and new development along Corridors.
- **Policy LU 3.2.** Promote a mix of housing located along Corridors and as part of designated Regional Centers and Activity Areas.
- **Policy LU 3.3.** Encourage the assembly of smaller, fragmented properties to create larger, mixed-use opportunities along Corridors.

- **Policy LU 3.4.** Explore a Planned Unit Development (PUD) District Ordinance amendment to assist in alleviating property parcel size and shallow lot development constraints found along Southern Scottsdale Corridors.
- **Policy LU 3.5.** Pursue increased private sector participation in the provision of public amenities along Corridors when development standard flexibility is requested.
- **Policy LU 3.6.** Encourage a diversity of new development, redevelopment, and infill projects that incorporate vertical and horizontal mixed-use development along Southern Scottsdale Corridors.

Response: The project accomplishes several of these goals including encouraging reinvestment and new development, creating a mix of housing and encouraging the assemblage of two smaller parcels. It also serves as a prime example of an urban infill project that is incorporating both vertical and horizontal mixed-use development in the South Scottsdale Corridor.

Goal LU 5: Create Regional Centers and Activity Areas to guide future land use types and intensities throughout Southern Scottsdale.

- **Policy LU 5.2.1.** The Papago Regional Center (located at Galvin Parkway and McDowell Road and adjacent to Papago Park) should focus on cultural, recreational, hotel, residential, and entertainment land uses.
- **Policy LU 5.2.2.** The SkySong Regional Center (located at the intersection of Scottsdale and McDowell Roads) should focus on dining, employment, business incubation, technology and innovation services, entertainment, higher density vertical mixed-use residential, office, commercial, and retail development.

Response: Located near both Papago and SkySong Regional Centers, this proposed development will focus on residential, employment, higher-density vertical mixed-use residential, commercial, retail and entertainment land uses as per the goals and policies for the area.

Goal LU 6: Maintain the Los Arcos Redevelopment Area designation along Scottsdale and McDowell Roads as a revitalization and reinvestment tool.

- **Policy LU 6.1.** Update and implement the Los Arcos Redevelopment Plan recommendations to utilize statutory tools in revitalizing the Corridor areas of Scottsdale and McDowell Roads.

Response: Located within the Los Arcos Redevelopment Area, it is the goal of this project to serve as an example for large scale reinvestment in South Scottsdale to encourage diversity and provide increased opportunities for diverse incomes to enjoy the proximity to all that Scottsdale has to offer.

Goal LU 9: Create new development and connectivity opportunities between Papago Park and Southern Scottsdale.

- **Policy LU 9.1.** Support more intense land uses adjacent to Papago Park that are tourism and regional destinations including (but not limited to): mixed-use, hotel, specialty attractions, and housing, recreation, retail, and support services.

Response: Located directly to the East of Papago Park, this proposed mixed-use development aligns perfectly with Policy LU 9.1.

Goal LU 10: Adapt land use and regulatory policies and standards to achieve the goals of the Southern Scottsdale Community Area Plan.

- **Policy LU 10.2.** Encourage the examination, evaluation and relevancy of existing zoning districts in Southern Scottsdale.

Response: The size of the two parcels will be better utilized with a higher density residential development than the current C-3 designation. It is apparent from the current and past vacancy of the site that a commercial development does not lend itself to this size parcel. It is not large enough for a significant commercial opportunity and it is too large for a smaller commercial development. Through careful examination the design and development team has determined that a mixed-use residential project would be the highest and best use of the property.

2. Character and Design

Goal CD 2: The character and design of mixed-use and commercial development should accommodate a variety of land uses, engage pedestrians, and extend indoor spaces to the outside.

- **Policy CD 2.1.** Encourage pedestrian-oriented site design for new and revitalized development within Corridors, Regional Centers, and Activity Areas.
- **Policy CD 2.3.** Within Corridors, Regional Centers, and Activity Areas, locate new development along the street and provide parking immediately behind the building area.
- **Policy CD 2.4.** New development and redevelopment should provide a diversity of design by accommodating a mix of land uses both vertically and horizontally.
- **Policy CD 2.5.** Encourage both dedicated and publicly accessible open spaces within private developments to function as extensions of indoor spaces into outdoor areas.

Response: The project has pedestrian and bicycle friendly site design and encourages social contact and interaction within the community. Exterior and interior walkways connect these

features, with inviting access for the public to the commercial areas and secured access to the amenity areas for residents. Parking is strategically located in an embedded, hidden from public view parking garage. Diversity of design is accomplished with residential components located above and adjacent to commercial ones. A mix of private spaces is created by balconies, and private first floor patios with gated exterior access which are oriented to create interest, views of the amenity areas, and access to the public areas of the project. The public oriented uses at the first floor are defined by use of storefront windows at the façades that front Scottsdale and Continental Roads, and with covered clearly recognizable access points.

Goal CD 3: Promote high quality design for new and revitalized mixed-use, commercial, and residential development along corridors, within regional centers and activity areas.

- **Policy CD 3.1.** Encourage design standards for Corridors, Regional Centers, and Activity Areas that enhance and strengthen new and revitalized development.
- **Policy CD 3.3.** Encourage new development to demonstrate a relationship with the design characteristics of the surrounding areas and, as appropriate, incorporate those qualities into its design.
- **Policy CD 3.4.** Building design should be sensitive to the evolving context of an area over time.

Response: The existing structure on this site is outdated and unused, and the parking lot is unlit and unkempt. This project promotes revitalization and transformation by creating a design that is consistent with the evolution of high-quality Scottsdale design.

- By following the City's most up-to-date design guidelines, the development will enhance and strengthen the design character of the area, which is currently very eclectic and often non-complimentary to one another.
- The siting and orientation of the buildings recognizes and features established major vistas of the Sonoran Desert and mountains.
- The project has a pedestrian and bicycle friendly site design and encourages social contact and interaction within the community.
- The shaded and landscaped pedestrian access along the street frontage shows consideration for the pedestrian and invites access connections to adjacent developments.
- The design responds to the desert environment, with interior spaces that extend into the outdoors; materials with colors and textures associated with the region; and features such as shade structures, roof overhangs, shade projections and recessed windows.
- The plants and trees in the landscape plan are a mixture of native and non-native plant species and indigenous to the arid region. They have been selected for their low water use and tolerance to drought conditions.

Goal CD 4: Site and building design of new development and redevelopment should respond to the Sonoran Desert Climate.

- **Policy CD 4.1.** Encourage new development to incorporate designs such as shade structures, deep roof overhangs and recessed windows to address passive solar cooling opportunities.
- **Policy CD 4.2.** Encourage the use of a variety of textures and natural building materials to provide architectural visual interest and richness, particularly at the pedestrian level.
- **Policy CD 4.3.** Support landscape design that responds to the desert environment by utilizing indigenous and adapted landscape materials that complement the Southern Scottsdale built environment.

Response: The design responds to the desert environment, with interior spaces that extend into the outdoors; materials with colors and textures associated with the region; and features such as shade structures, roof overhangs, shade projections and recessed windows. The intent is to create a mass that defines the street, while still providing recess, repetition and interest. A variety of colors and textures will be used to create visual interest and variety. The plants and trees in the landscape plan are indigenous to the arid region and have been selected for their low water use and tolerance to drought conditions.

Goal CD 5: Maintain, protect and enhance the character, quality and connectivity of the public realm and open space areas.

- **Policy CD 5.4.** Encourage plant placement that maximizes shade opportunities in pedestrian spaces, parking lots, and streetscape environments.

Response: A vast improvement to the public realm will occur with this project. Previously, the site placed parking and for-sale vehicles along the adjacent rights-of-way – a sure impediment to an enjoyable pedestrian experience. By pushing the buildings towards the public realm, providing interesting architecture and blending the public/private open space area between the building and the street, the pedestrian experience is substantially improved. Additionally, a new pedestrian pathway is provided along the north edge of the site connecting the existing alley and residential neighborhood to Scottsdale Road.

Shade trees are provided along the street frontage as well as within the courtyard area. This is especially visible at the northern courtyard which connects directly to the Scottsdale Road public right-of-way. Parking is within a garage and therefore already shaded.

Goal CD 6: Promote, plan and implement design strategies that are sustainable.

- **Policy CD 6.1.** Encourage compact development design along Corridors and in Regional Centers and Activity Areas to help reduce travel distances, encourage walking and cycling, and stimulate public transit use.

- **Policy CD 6.2.** Encourage building design, orientation, and layout that reduce energy consumption.
- **Policy CD 6.3.** Develop adaptable and sustainable building design strategies that could accommodate future innovative energy and environmental technologies as they become commercially viable.
- **Policy CD 6.4.** Encourage the use of sustainable design principles for remodeling and new development projects to mitigate building construction and operational impacts on the environment.

Response: The design of the project is very compact in nature and creates new housing opportunities that will reduce travel distances, encourage walking, biking and stimulate public transit by providing residents the option to live closer to where they work. The entire site is designed and oriented to be as sustainable as possible and create passive shading and cooling opportunities. The compactness of the project's footprint also lends itself to lower energy consumption, when compared by suburban garden apartment communities.

Goal CD 7: Protect low-scale single-family neighborhoods within Southern Scottsdale by utilizing landscape buffers and transitional building forms, shapes, and sizes in the design of new development and redevelopment.

- **Policy CD 7.1.** Encourage architectural and design transitions between new development and existing development.

Response: The vast majority of the site abuts commercial uses, major roadways or the parking and drive aisle of a multifamily project. A very small segment at the northwest corner of the property is adjacent to a single-family home, and even this area is separated by an alleyway, an on-site landscaped area and the loop road that encircles the development. A stepback is also introduced with the building massing at this corner. All new onsite structures are separated from adjacent uses by the onsite circulation drive.

3. Public Services and Facilities

Goal PSF 3: Plan and provide for southern Scottsdale's existing and future infrastructure needs.

- **Policy CD 2.1.** Encourage both the private and public sectors to underground existing and new 69kV and lower voltage power lines throughout Southern Scottsdale, where feasible.

Response: The project will look to underground existing utility lines that may serve the site. This appears to occur near the northwest corner of the site.

5. Planned Unit Development Conformance

The Planned Unit Development (PUD) district promotes a mixed-use development pattern (horizontally or vertically) and recognizes that strict adherence to traditional development standards found in most zoning districts may be an impediment to such a challenging development typography. The property and project in question create such a circumstance where standard zoning district constraints would inhibit the quality and feasibility of development. The site is long and skinny and adjacent to residential uses; however, it also abuts a major thoroughfare and has an intense, Highway Commercial C-3 zoning designation. To adequately develop the site, and as in common in many infill projects, Amended Development Standards are required. Specifically, the Amended Development Standards requested for this project are:

- **Ordinance Section 5.5005.E.1 and E.2 – Minimum and Average setback**
 - The project meets and exceeds the required minimum setback and average setback along Continental Drive. Not unexpectedly given the skinny nature of the site, some minor relief is required along the Scottsdale Road frontage. This is further complicated along Scottsdale Road because the Ordinance requires a different set of setbacks standards for residential uses verses commercial uses – while this mixed-use project has both uses. The project provides a commercial “face” on the southern half of the site and a residential “face” on the north. The project provides a consistent 25-foot minimum setback where 28-feet is required in front of the commercial and 34-feet in front of the residential. For average setback, the project provides 29-feet in front of the commercial and 34-feet in front of the residential. 32-feet and 40-feet are required respectively.
- **Ordinance Section 5.5005.F.2 – Building setback**
 - The project meets the required building setback plane along Scottsdale Road, along Continental Drive, and along the north property line. The ordinance increases the setback requirements along the west property line because it abuts a residential zoning district. Per Code, a 1:2 setback plane is required starting at zoning district boundary line. The PUD will modify this to a 1:2 plane starting at a point 32 feet above the zoning district boundary line. The setback request is more than adequate at this location. The existing multifamily project to the west is already 2-stories in height and places a drive aisle and parking (complete with parking canopies) along its east property line. Combined with the drive aisle on the subject site and the building-to-building separation between these projects is roughly eighty (80) feet.
- **Ordinance Section 5.5005.H – Landscape within the setback**

- This provision requires a twenty (20) foot setback adjacent to the west property line and that the setback area be landscaped. Landscaping will not be provided along this property line. However, to make up for this, the setback has been increased from twenty (20) to thirty (30) feet. Landscaping along this property line would have minimal benefits and would be virtually invisible to surrounding properties. As previously noted, the multifamily project to the west places a drive aisle, parking and parking canopies along this property line. When combined with the block wall along the property line, new landscaping at this location would be unnoticed, difficult to maintain and a waste of water resources.

The criteria to establish a Planned Unit Development (PUD) zoning district, as outlined in Section 5.5003.A of the PUD Ordinance has been met as follows:

a) The proposed development promotes revitalization, the goals, policies and guidelines of the General Plan, area plans, and design guidelines:

This project is being developed to benefit the revitalization of the community by providing well-designed, environmentally sensitive, market priced housing. As outlined in this narrative in sections 3a. Conformance to the General Plan and 3b. Conformance to the Southern Scottsdale Character Area Plan, it directly aligns with the goals, policies and design guidelines as requested.

b) The proposed development's uses, densities, or development standards would not otherwise be permitted by the property's existing zoning:

The proposed development is currently in C-3 zoning. C-3 does not allow residential use, and only allows only a max 0.80 floor area to lot size ratio and 36' building height. In order to comply with many of the land use goals outlined in the Southern Scottsdale Character Area Plan (such as LU 1.2,1.3, 2.1, 3.1, 3.2, 3.3, 3.6, 5.2.2, 9.1) that focus in part on providing flexibility in residential mixed-use development standards to encourage revitalization of properties within higher density areas of Southern Scottsdale, the zoning for the area will have to be adjusted.

c) The proposed development will be compatible with adjacent land uses and promotes the stability and integrity of abutting or adjacent residential neighborhoods:

The proposed development will be compatible with adjacent land uses, although most of the buildings surrounding the location are dated and would benefit from revitalization. Adjacent to the north is a vacant building and lot. Adjacent to the west are multi-family residential apartments. Across North Scottsdale to the east is series of retail establishments and a small car dealership. Across East Continental Drive is a Circle K convenience store and gas station, with additional multifamily development as you head west.

d) There is adequate infrastructure and city services to serve the development:

Resolution No. 11674

Exhibit 1

Page 24 of 30

We have had multiple meetings with the City Scottsdale, as well as with waste and water services, to ensure that there is adequate capacity to serve the development.

e) The proposal meets the following location criteria:

- a. The proposed development is not located within any area zoned Environmentally Sensitive Lands Ordinance (ESL) nor within the boundaries of the downtown Area:**

The proposed development is not located within any area zoned ESL or within the boundaries of the downtown area.

- b. The proposed development fronts onto a major arterial and/or major collector street as designated in the Transportation Master Plan:**

As can be seen on the Recommended Street Functional Classification from the Scottsdale Transportation Master Plan, the proposed development fronts onto Scottsdale Road just south of McDowell Road, which in that area is designated as Major Arterial - Urban.

6. Scottsdale Sensitive Design Principles Conformance

The Character and Design Element of the General Plan states that “*Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran Desert environment, all of which are considered amenities that help sustain our community and its quality of life.*” The City has established a set of design principles, known as the Scottsdale’s Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

1. ***The design character of any area should be enhanced and strengthened by new development.***

Response: The project will greatly enhance the design character of the area. The property is currently a vacant lot and was previously an auto dealership with associated vehicle lots and repair facilities.

2. ***Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.***

Response: The urban location does not have protected natural features or established vistas.

3. ***Development should be sensitive to existing topography and landscaping.***

Response: As an already developed, urban location, the current topography of the property is flat. Minimal landscaping exists and the proposed project landscaping will be a great improvement.

4. ***Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.***

Response: As an already developed, urban location, no natural habitats exist to preserve or restore.

5. ***The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.***

Response: The project provides vast improvements to the public realm along Scottsdale Road and along Continental Drive. New landscaping, sidewalks and numerous pedestrian connections to and from the public realm convey an inviting and quality project. A new pedestrian connection along the north property line is also proposed to enable adjacent residents a direct connection through the subject site to the pedestrian realm along Scottsdale Road.

6. ***Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.***

Response: The project encourages alternative modes of transportation by several means. At the most basic level, but perhaps most impactful, the mixed-use nature of the project and the choice to redevelop an infill site, reduces reliance on vehicular travel. Furthermore, the project provides bike racks and internal bike storage for residents.

7. ***Development should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.***

Response: As discussed throughout this document, the improvements along the project street-frontages will vastly improve the pedestrian experience. This includes landscaping, hardscape and pedestrian connection, but also the act of placing the building closer to the public realm for a more urban feel. Additionally, the project provides a new pedestrian connection through the property, along the north property line for the adjacent neighborhood.

8. ***Buildings should be designed with logical hierarchy of masses.***

Response: The project is designed with a clear top-middle-bottom hierarchy of masses with varied articulation for additional interest.

9. ***The design of the built environment should respond to the desert environment.***

Response: The project design responds to the desert environment. The entire site is designed and oriented to be as sustainable as possible and create passive shading and

cooling opportunities. The compactness of the project's footprint also lends itself to lower energy consumption, when compared by suburban garden apartment communities. The design responds to the desert environment, with interior spaces that extend into the outdoors; materials with colors and textures associated with the region; and features such as shade structures, roof overhangs, shade projections and recessed windows.

10. Development should strive to incorporate sustainable and healthy building practices and products.

Response: The developer will be working with the General Contractor for the most efficient sustainable building practices and products including energy efficient systems and construction methodologies. Units will be furnished with Energy Star certified appliances or equivalent.

11. Landscape design should respond to the desert environment by utilizing a variety of mature landscaping and preserving native plants.

Response: The proposed landscape design is comprised of low water use flowering trees, shrubs and groundcover. These plants and trees are indigenous to the arid region and have been selected for their low water use and tolerance to drought conditions. The landscape will be watered through an automated drip irrigation system, to ensure maximum water conservation. As a previously developed, automotive site, the property is void of native plants for preserving.

12. Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.

Response: The landscape will be watered through an automated drip irrigation system, to ensure maximum water conservation.

13. The extent and quality of lighting should be integrally designed as part of the built environment.

Response: A defining feature of the project will be its integrated streetscape lighting. These vertical built-in corner light fixtures are located at nearly every commercial use entry stoop along Scottsdale Road and Continental Drive. Along with the brick clad landscape pot pedestals and storefront glass, these features provide a welcoming pedestrian scale to the architecture. Moreover, the repetitious pattern of these vertical

lighting strips contributes a memorable signature presence for the community to drivers passing by.



Unique, Built-in Corner Light Fixtures Along Pedestrian Frontage

14. Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.

Response: Project identification will be contextually appropriate and processed under a separate approval and permit process.

7. Conclusion

Continental demonstrates how an underutilized site can be developed to benefit the revitalization of a community by providing well-designed, environmentally sensitive market-priced housing. The property's antiquated, Highway Commercial (C-3) zoning designation will be replaced with a more appropriate Planned Unit Development (PUD) district custom tailored for this specific site. As demonstrated in the narrative, the project is in conformance with the City of Scottsdale's General Plan and the Southern Scottsdale Character Area Plan.

It is the goal of the entire design and development team to create a product that can serve as an example of how to create environmentally-sensitive, modern desert architecture on an underutilized site, helping to revitalize and energize the culturally diverse amenities and services that South Scottsdale has to offer.

CONTINENTAL

Proposed Development Standards

Sec. 5.5000. - Planned Unit Development (PUD).

Sec. 5.5005. - Development standards.

A. *PUD development area.*

1. Gross acreage.

- a. The minimum gross site area of any PUD development shall be one-half (0.5) acre and the maximum gross site area shall be fifteen (15) acres, except as specified in Section 5.5005.A.1.b.
- b. When the PUD is the most appropriate district to achieve mixed-use development, the City Council may authorize a PUD development in a site area greater than fifteen (15) gross acres up to a maximum of twenty-five (25) gross acres.

B. *Density and intensity.*

1. The overall density of residential uses shall be established by the approved DP.
2. The overall intensity of commercial uses shall not exceed 0.8 floor area ratio, except as provided in Section 5.5005.B.3.
3. The City Council may approve intensity of commercial uses greater than 0.8 floor area ratio subject to any of the following criteria:
 - a. The proposed DP provides improved dedicated public open space.
 - b. The proposed DP provides a public parking facility(ies).
 - c. The proposed DP provides shared parking as established in Article IX parking and loading requirements.

C. *Allowable building height.*

1. *Building height:*

- a. Shall be a maximum of forty-eight (48) feet, except as otherwise provided in Section 5.5005.D. and 5.5005.F.

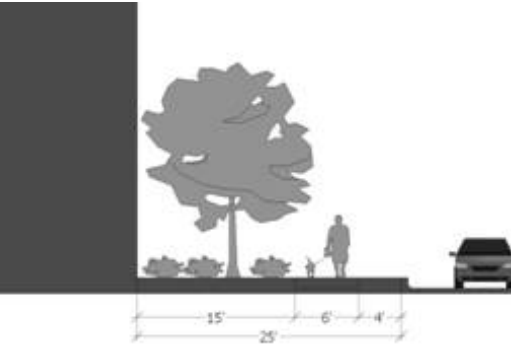
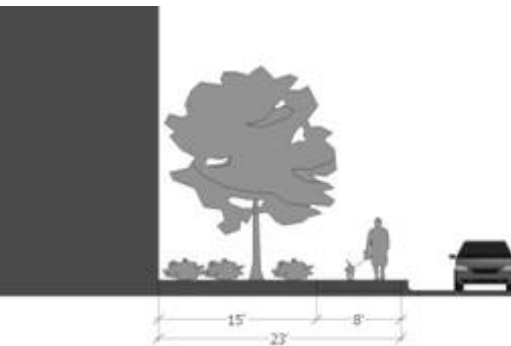
D. *Exception to building height.*

1. Architecturally integrated features, such as roof top mechanical equipment for utility and communication purposes, elevator bulk head, stairwell, screen wall, railing, trellis and patio cover may exceed the building height up to ten (10) feet provided that the area within the said exceptions do not exceed a total of thirty (30) percent of a building's roof area. However, the City Council may approve either greater mechanical height or building roof area coverage where the DP and supporting materials demonstrate the allowable exception cannot reasonably be achieved.
2. Architecturally integrated, active solar systems may exceed thirty (30) percent of a building's roof area subject to development review board approval.
3. Roof top garden structures may exceed the building height up to five (5) feet.

E. *Building setbacks.*

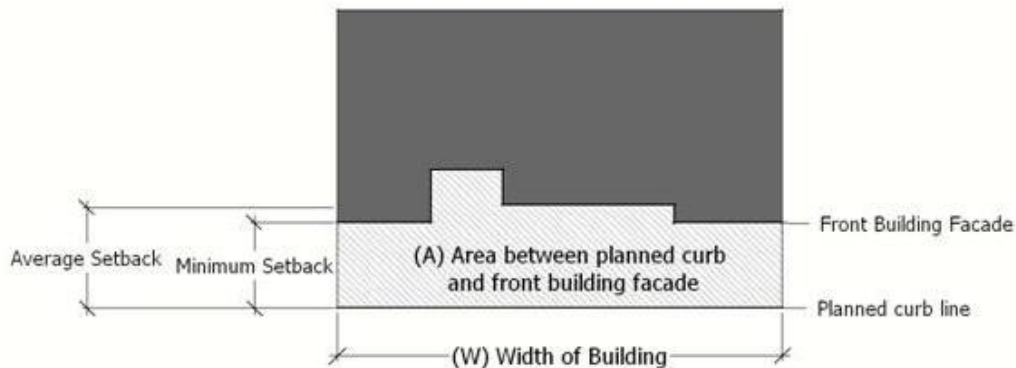
1. *Minimum setback.* Buildings adjacent to public and private streets shall be setback from the back of the planned curb line, including the planned curb line for bus bays and turn lanes, in accordance with Section 5.5005.E. Table A. The planned curb line, including the planned location for bus bays and turn lanes, shall be as described in the Transportation Master Plan and the Design Standards & Policies Manual.

TABLE A			
BUILDING SETBACK FROM BACK OF THE PLANNED CURB ALONG STREETS			
Street Classification Type and Use	Minimum Setback	Average Setback	Setback Diagram - This Illustrates Setbacks, Excluding Average Setback. Dimensions are for Illustrative Purposes.
Major and Minor Arterial - Residential on First Floor Adjacent to the Street	2534 feet	3440 feet	
Major and Minor Arterial - Retail and Commercial on First Floor Adjacent to the Street	258 feet	2932 feet	

Major and Minor Collector, Local Streets, and Unclassified Streets (Including Private Streets but Excluding Alleys) - Residential on First Floor Adjacent to the Street	25 feet	30 feet	
Major and Minor Collector, Local Streets, and Unclassified Streets (Including Private Streets but Excluding Alleys) - Retail and Commercial on First Floor Adjacent to the Street	23 feet	28 feet	

2. *Average setback.* The front building façade shall be placed to achieve an average setback as specified in Table A. The average setback shall be equal to the land area located between the planned curb line and the front building façade divided by the width of the front building façade.

AVERAGE SETBACK DIAGRAM - THIS DIAGRAM ILLUSTRATES SECTION 5.5005.E.2.



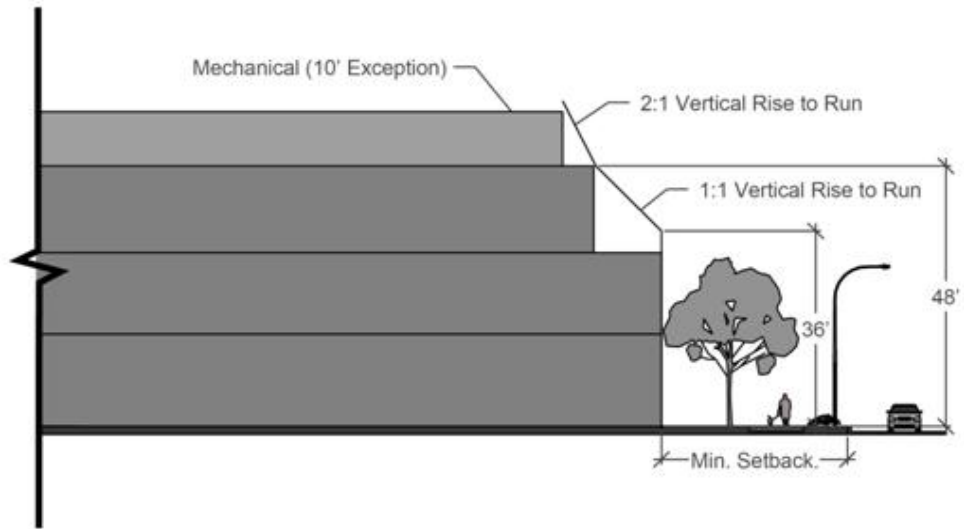
$$\frac{(A) \text{ Area}}{(W)} = \text{Average Setback (According to Table A)}$$

3. *Designated scenic corridor or buffered setback.* Where a designated scenic corridor or a buffered setback is existing or planned the setback shall be the required width of the designated scenic corridor or buffered setback. The Planned Unit Development (PUD) District average setback shall not apply.

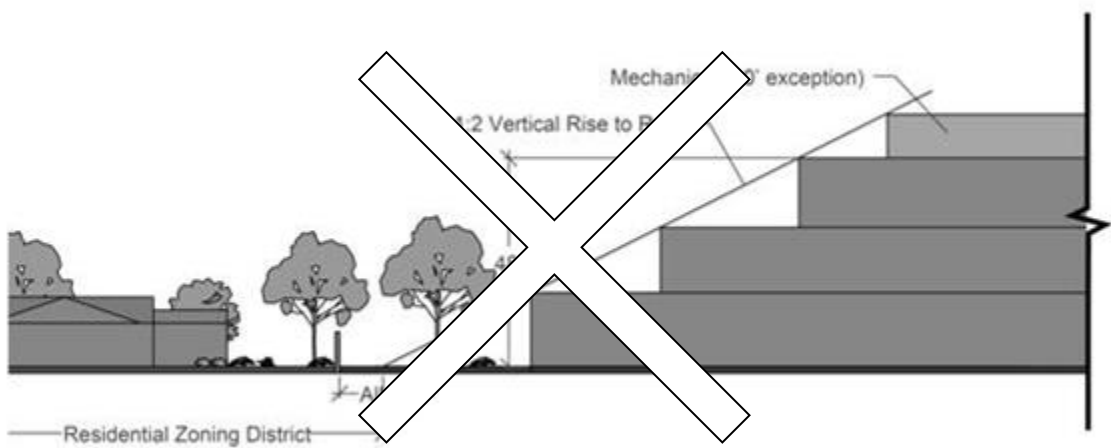
F. Building envelope.

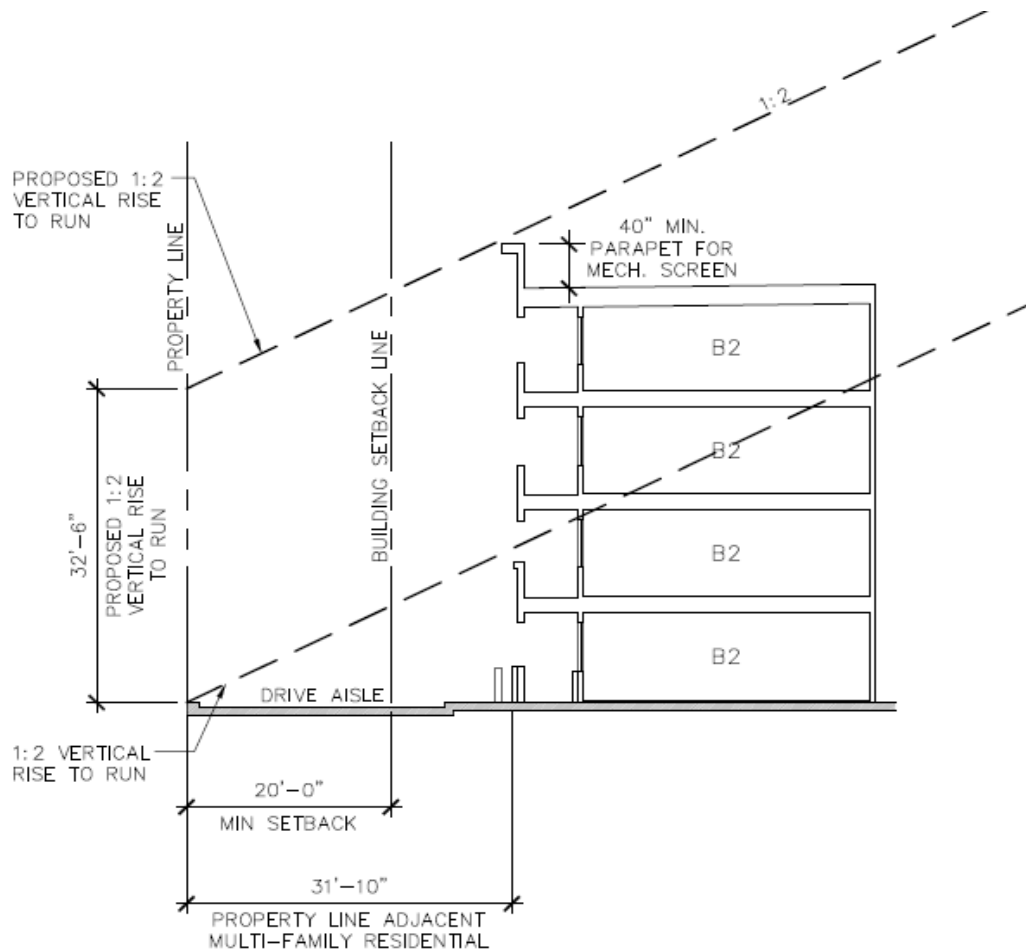
1. Starting at a point thirty-six (36) feet above the minimum building setback line, the building envelope inclined stepback plane shall slope upwards at 1:1 (ratio of the vertical rise to the horizontal run) to a point measured forty-eight (48) feet above the minimum building setback line. Thereafter the building envelope inclined stepback plane shall slope upwards at 2:1 (ratio of the vertical rise to the horizontal run) on all sides of a property adjacent to public and private streets.
2. PUD Developments abutting or adjacent to a residential zoning district shall have a building envelope inclined stepback plane of 1:2 (ratio of the vertical rise to the horizontal run) starting FROM A POINT THIRTY-TWO (32) FEET ABOVE ~~on~~ the residential zoning district boundary, except as specified Section 5.5005.F.3.

BUILDING ENVELOPE DIAGRAM - THIS DIAGRAM ILLUSTRATES SECTION 5.5005.F.1.



BUILDING ENVELOPE DIAGRAM - THIS DIAGRAM ILLUSTRATES SECTION 5.5005.F.2.





3. PUD Developments adjacent to a residential zoning district, where the properties are separated by a major and/or minor arterial street as classified by the Transportation Master Plan and the Design Standards & Policies Manual, shall comply with Section 5.5005.F.1.

G. *Encroachment beyond the building envelope.*

1. A maximum encroachment of fifteen (15) feet may be allowed for:
 - a. Architectural ornaments and similar features, and
 - b. Trellis, canopies, balconies, patios and partial or full patio enclosures, covered walks, and screen walls.
2. Any encroachment into the right-of-way, roadway easement, or right-of-way easement requires a city issued encroachment permit and/or agreement.
3. The requirements of article vii. General provisions shall not apply to Section 5.5005.G.

H. *Setback abutting a residential zoning district.*

1. A setback of twenty (20) feet shall be provided along the property line abutting a residential zoning district(s). The setback area shall be landscaped and may include space reserved for

services such as refuse, recycling, utility boxes, and amenities such as playground equipment, picnic tables, and screen walls.

- I. *Required open space.* Open space is only required for developments that include residential uses.
 - 1. Private outdoor living space.
 - a. Minimum: 0.05 multiplied by the gross floor area of the dwelling unit.
 - b. The private outdoor living space shall be located beside the dwelling unit which it serves and shall be for the exclusive use of the unit occupant(s), but is not part of the unit's gross floor area.
 - 2. Common open space.
 - a. Minimum: 0.10 multiplied by the total gross site area of the development.
 - b. Common open space is not required if the overall density of the development is less than five (5) dwelling units per acre.
- J. *Landscape improvements.* The provisions of Article X. Landscaping requirements shall apply.

Sec. 5.5006. - Off-street parking and loading.

- A. Parking shall not be located between the building and the street; and shall not be located between the average building setback line and the street.
- B. Structured parking and parking garages shall be screened from street views and any views from residential districts shown on Table 4.100.A., or the residential portion of a Planned Community P-C or any portion of a Planned Residential Development PRD with an underlying zoning district comparable to the residential districts shown on Table 4.100.A. Screening shall be provided by building spaces that are habitable or that provide an architectural screen. Architectural screening shall be subject to Development Review Board approval.
- C. The provisions of Article IX. Parking and loading requirements shall apply.

Sec. 5.5007. - Signs.

- A. The provisions of Article VIII. Sign requirements shall apply except a master sign plan shall be submitted at the time of development review application.

Development Application



Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Land Divisions
<input checked="" type="checkbox"/> Rezoning (ZN)	<input checked="" type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Subdivision (PP)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Subdivision (Minor) (MD)
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Wash Modification (WM)	<input type="checkbox"/> Land Assemblage
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Historic Property (HP)	Other
<input type="checkbox"/> Development Agreement (DA)	Wireless Communication Facilities	<input type="checkbox"/> Annexation/De-annexation (AN)
Exceptions to the Zoning Ordinance	<input type="checkbox"/> Small Wireless Facilities (SW)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Minor Amendment (MN)	<input type="checkbox"/> Type 2 WCF DR Review Minor (SA)	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Hardship Exemption (HE)	Signs	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance/Accommodation/Appeal (BA)	<input type="checkbox"/> Master Sign Program (MS)	Other Application Type Not Listed
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Community Sign District (MS)	<input type="checkbox"/> Other: _____

Project Name: Alta Continental

Property's Address: 1000 N. Scottsdale Road (NWC of Scottsdale and Continental)

Property's Current Zoning District Designation: Highway Commercial (C-3)

The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

Owner: Krizia Ayoub	Agent/Applicant: George Pasquel III
Company: Dolce Vita Development Company, LLC	Company: Withey Morris, PLC
Address: 6720 N. Scottsdale Rd Ste 130	Address: 2525 E Arizona Biltmore Cir, Ste A212, Phx
Phone: 602.230.0600 Fax: N/A	Phone: 602.230.0600 Fax: N/A
E-mail:	E-mail: George@witheymorris.com
Designer: Jim Applegate	Engineer:
Company: Biltmore Architecture Group	Company:
Address: 11460 W. Cave Creek Rd Ste 111, Phx 85020	Address:
Phone: 602.285.9200 Fax: N/A	Phone: Fax:
E-mail: Jim@Biltform.com	E-mail:

Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).

- This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications¹ will be reviewed in a format similar to the Enhanced Application Review methodology.



Enhanced Application Review:

I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.



Standard Application Review:

I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

Owner Signature

Agent/Applicant Signature

Official Use Only

Submittal Date:

Development Application No.:

Planning and Development Services

7447 East Indian School Road Suite 105, Scottsdale, Arizona 85251 • www.ScottsdaleAZ.gov

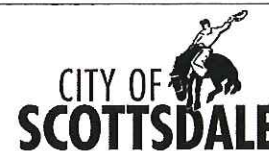
Development Application

Page 1 of 3

Revision Date: 5/10/2018

14-ZN-2018

06/17/20

Rezoning**Development Application Checklist****Minimal Submittal Requirements:**

At your pre-application meeting, your project coordinator will identify which items indicated on this Development Application checklist are required to be submitted. A Development Application that does not include all items indicated on this checklist may be rejected immediately and may result in additional fees. A Development Application that is received by the City is not complete until it is verified that the application meets the minimum submittal requirements to be reviewed.

In addition to the items on this checklist, to avoid delays in the review of your application, all Plans, Graphics, Reports and other additional information that is to be submitted shall be provided in accordance with the:

- requirements specified in the Plan & Report Requirements for Development Applications Checklist;
- Design Standards & Policies Manual;
- requirements of Scottsdale Revised Code (including the Zoning Ordinance); and
- stipulations, including any additional submittal requirements identified in the stipulations, of any Development Application approved that this application is reliant upon; and
- the city's design guidelines.

If you have any questions regarding the information above, or items indicated on this application checklist, please contact your project coordinator. His/her contact information is on the page 12 of this application.

Prior to application submittal, please research original zoning case history to find the original adopted ordinance(s) and exhibit(s) to confirm the zoning for the property. This will help to define your application accurately. The City's full-service Records Department can assist.

Digital Submittal:

For applications submitted digitally, please follow the plan and document submittal requirements below. All files shall be uploaded in PDF format. Provide one (1) full-size copy of each required plan document file. Application forms and other written documents or reports should be formatted to 8.5 x 11. A digital submittal Key Code is required to upload your documents and will be provided by your coordinator.

Key Code: _____

Submit digitally at: <https://eservices.scottsdaleaz.gov/bldgresources/Cases/DigitalMenu>

PART I -- GENERAL REQUIREMENTS

Req'd	Rec'd	Description of Documents Required for Complete Application. No application shall be accepted without all items marked below.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	1. Rezoning Application Checklist (this list)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	2. Zoning Application Fee \$ <u>820.00</u> (subject to change every July)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	3. Completed Development Application (form provided) Prior to application submittal, please research original zoning case history to find the original adopted ordinance(s) and exhibit(s) to confirm the zoning for the property. This will help to define your application accurately. The City's full-service Records Department can assist. Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	4. Request to Submit Concurrent Development Applications (form provided) Digital – ① copy (CD/DVD, PDF Format)

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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	5. Letter of Authorization (from property owner(s) if property owner did not sign the application form) Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	6. Affidavit of Authorization to Act for Property Owner (required if the property owner is a corporation, trust, partnership, etc. and/or the property owner(s) will be represented by an applicant that will act on behalf of the property owner (form provided). Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	7. Appeal of Required Dedications, Exactions, or Zoning Regulations (form provided) Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	8. Commitment for Title Insurance – No older than 30 days from the submittal date <ul style="list-style-type: none"> 8-1/2" x 11" – ① copy Include complete Schedule A and Schedule B. (requirements form provided) Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	9. Legal Description: (if not provided in Commitment for Title Insurance) <ul style="list-style-type: none"> 8-1/2" x 11" – ② copies Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10. Results of ALTA Survey (24" x 36") FOLDED <ul style="list-style-type: none"> 24" x 36" – ① copies, <u>folded</u> (The ALTA Survey shall not be more than 30 days old) Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	11. Request for Site Visits and/or Inspections (form provided) Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	12. Addressing Requirements (form provided)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	13. Proposition 207 waiver or refusal (Delay submittal until after the Planning Commission Hearing) (sample agreement information provided)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	14. Public Participation: (see Attachment A) If substantial modifications are made to an application, additional notification may be required by the Zoning Administrator, or designee. When required, provide one copy of the Citizen Review Report addendum.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	15. Request for Neighborhood Group/Homeowners Association (form provided)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	16. Site Posting Requirements: (form provided (white and red signs)) <ul style="list-style-type: none"> Affidavit of Posting for Project Under Consideration Affidavit of Posting for Planning Commission Public Hearing (Delayed submittal). Affidavit must be turned in 20 days prior to Planning Commission hearing. Affidavit of Posting for City Council Public Hearing (Delayed submittal). Affidavit must be turned in 20 days prior to City Council hearing.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	17. Photo Exhibit of Existing Conditions: Printed digital photos on 8-1/2"x11" Paper <ul style="list-style-type: none"> 8-1/2" x 11" – ① copy of the set of prints Digital – ① copy (CD/DVD, PDF Format) <u>See attached Existing Conditions Photo Exhibit</u> graphic showing required photograph locations and numbers.

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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	18. Archaeological Resources (information sheets provided) <ul style="list-style-type: none"> <input type="checkbox"/> Archaeology Survey and Report - ③ copies <input type="checkbox"/> Archaeology 'Records Check' Report Only - ③ copies <input type="checkbox"/> Copies of Previous Archeological Research - ① copy Digital – ① copy (CD/DVD, PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	19. Completed Airport Vicinity Development Checklist – Your property is located within the vicinity of the Scottsdale Municipal Airport (within 20,000-foot radius of the runway; information packet provided) Digital – ① copy (CD/DVD, PDF Format)

PART II -- REQUIRED NARRATIVE, PLANS & RELATED DATA

Req'd	Rec'd	Description of Documents Required for Complete Application. No application shall be accepted without all items marked below.
		20. Plan & Report Requirements For Development Applications Checklist (form provided)
<input type="checkbox"/>	<input type="checkbox"/>	21. Development Plan

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<div style="font-size: 1.5em; font-family: cursive; margin-bottom: 10px;">Revised</div> a. Application Narrative 8 ½" x 11" – ④ copies Digital – ① copy (CD/DVD, PDF Format) <ul style="list-style-type: none"> <input checked="" type="checkbox"/> The application narrative shall specify how the proposal separately addresses each of the following: <ul style="list-style-type: none"> • goals and policies/approaches of the General Plan • goals and policies of the applicable Character Area Plan • architectural character, including environmental response, design principles, site development character, and landscape character <input checked="" type="checkbox"/> Please review the applicable zoning district and/or overlay provisions for any findings, justifications, and/or explanations that are required to be met. Each finding, justification, and/or explanation shall be separately identified with a corresponding response in the application narrative. (PRD, PCD, PBD, PUD, etc.) <input checked="" type="checkbox"/> In addition, the following applicable information shall be incorporated into the application narrative: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> separate justification(s) for each requested modification to regulations and standards, <input type="checkbox"/> bonus provisions and justifications, <input checked="" type="checkbox"/> methodology to address the City's Sensitive Design Principles, and applicable design guidelines pertaining to: architectural character, environmental response, site development character, and landscape character, and/or <input type="checkbox"/> Historic Property – existing or potential historic property. (Describe how the proposal preserves the historic character or compliance with property's existing Historic Preservation Plan) <input type="checkbox"/> Conformance with the Old Town Scottsdale Urban Design & Architectural Guidelines
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<input checked="" type="checkbox"/>	<input type="checkbox"/>	b. Legislative draft of the proposed development standards, or amended development standards (form provided) <ul style="list-style-type: none"> 8 1/2" x 11" – (3) copies Digital – (1) copy (CD/DVD, PDF Format) (Must adhere to the Maricopa County Recorder requirements)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	c. Legislative draft of the list of Land Uses, if proposed (PBD, SC) <ul style="list-style-type: none"> 8 1/2" x 11" – (2) copies Digital – (1) copy (CD/DVD, PDF Format) (Must adhere to the Maricopa County Recorder requirements)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	d. A dimensioned plan indicating the proposed boundaries of the application <ul style="list-style-type: none"> 11" x 17" – (1) copy, <u>folded</u> (quality suitable for reproduction) 8 1/2" x 11" – (1) copy (quality suitable for reproduction) Digital – (1) copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	e. Context Aerial with the proposed site improvements superimposed <ul style="list-style-type: none"> 24" x 36" – (2) color copies, <u>folded</u> 11" x 17" – (1) color copy, <u>folded</u> 8 1/2" x 11" – (1) color copy (quality suitable for reproduction) Digital – (1) copy (CD/DVD, PDF Format) Aerial shall not be more than 1 year old and shall include and overlay of the site plan showing lot lines, tracts, easements, street locations/names and surrounding zoning for a radius from the site of: <ul style="list-style-type: none"> <input checked="" type="checkbox"/> 750-foot radius from site <input type="checkbox"/> Other: _____
<input checked="" type="checkbox"/>	<input type="checkbox"/>	f. Site Plan <ul style="list-style-type: none"> 24" x 36" – (16) copies, <u>folded</u> 11" x 17" – (1) copy, <u>folded</u> (quality suitable for reproduction) 8 1/2" x 11" – (1) copy (quality suitable for reproduction) Digital – (1) copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	g. Subdivision Plan <ul style="list-style-type: none"> 24" x 36" – (16) copies, <u>folded</u> 11" x 17" – (1) copy, <u>folded</u> (quality suitable for reproduction) 8 1/2" x 11" – (1) copy (quality suitable for reproduction) Digital – (1) copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	h. Refuse Plan <ul style="list-style-type: none"> 24" x 36" – (4) copies, <u>folded</u> 11" x 17" – (1) copy, <u>folded</u> (quality suitable for reproduction) 8 1/2" x 11" – (1) copy (quality suitable for reproduction) Digital – (1) copy (CD/DVD, PDF Format)

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<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>i. Open Space Plan (Site Plan Worksheet) (example provided)</p> <p>24" x 36" - ① copies, folded</p> <p>11" x 17" - ① copy, folded (quality suitable for reproduction)</p> <p>8 1/2" x 11" - ① copy (quality suitable for reproduction)</p> <ul style="list-style-type: none"> • Digital - ① copy (CD/DVD – PDF Format)
<input type="checkbox"/>	<input type="checkbox"/>	<p>j. Site Cross Sections</p> <ul style="list-style-type: none"> • 24" x 36" – ① copy, <u>folded</u> • 11" x 17" – ① copy, <u>folded</u> • Digital - ① copy (CD/DVD – PDF Format)
<input type="checkbox"/>	<input type="checkbox"/>	<p>k. Natural Area Open Space Plan (ESL Areas)</p> <ul style="list-style-type: none"> • 24" x 36" – ② copies, <u>folded</u> • 11" x 17" – ① copy, <u>folded</u> (quality suitable for reproduction) • Digital - ① copy (CD/DVD – PDF Format)
<input type="checkbox"/>	<input type="checkbox"/>	<p>l. Topography and slope analysis plan (ESL Areas)</p> <ul style="list-style-type: none"> • 24" x 36" – ① copy, <u>folded</u> • Digital - ① copy (CD/DVD – PDF Format)
<input type="checkbox"/>	<input type="checkbox"/>	<p>m. Phasing Plan</p> <ul style="list-style-type: none"> • 24" x 36" – ③ copies, <u>folded</u> • 11" x 17" – ① copy, <u>folded</u> (quality suitable for reproduction) • 8 1/2" x 11" – ① copy (quality suitable for reproduction) • Digital - ① copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>n. Landscape Plan</p> <ul style="list-style-type: none"> • All plans shall be <u>black and white line drawings</u> (a grayscale copy of the color Landscape Plan will not be accepted.) 24" x 36" - ② copies, folded 11" x 17" - ① copy, folded (quality suitable for reproduction) 8 1/2" x 11" - ① copy (quality suitable for reproduction) • Digital - ① copy (CD/DVD – PDF Format)
<input type="checkbox"/>	<input type="checkbox"/>	<p>o. Greater Phoenix Metro Green Infrastructure Handbook</p> <p>The above referenced design guidelines may be found on the City's website at: http://www.scottsdaleaz.gov/design</p>

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<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>p. Hardscape Plan</p> <ul style="list-style-type: none"> All plans shall be <u>black and white line drawings</u> (a grayscale copy of the color Landscape Plan will not be accepted.) 24" x 36" - (2) copies, folded of black and white line drawings 11" x 17" - (1) copy, folded Digital - (1) copy (CD/DVD - PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>q. Transitions Plan</p> <ul style="list-style-type: none"> 24" x 36" - (2) copies, folded 11" x 17" - (1) copy (quality suitable for reproduction) 8 1/2" x 11" - (1) copy (quality suitable for reproduction) Digital - (1) copy (CD/DVD - PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>r. Parking Plan <i>on site plan</i></p> <ul style="list-style-type: none"> 24" x 36" - (1) copy, folded 11" x 17" - (1) copy, folded (quality suitable for reproduction) 8 1/2" x 11" - (1) color copy (quality suitable for reproduction) Digital - (1) copy (CD/DVD - PDF Format)
<input type="checkbox"/>	<input type="checkbox"/>	<p>s. Parking Master Plan</p> <p>See the City's <u>Zoning Ordinance, Article IX</u> for specific submittal and content requirements for Parking Master Plan. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers and must include all required exhibits.</p> <ul style="list-style-type: none"> 8-1/2" x 11" - (2) copies Digital - (1) copy (CD/DVD - PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>t. Pedestrian and Vehicular Circulation Plan</p> <ul style="list-style-type: none"> 24" x 36" - (3) copies, folded 11" x 17" - (1) copy, folded (quality suitable for reproduction) 8 1/2" x 11" - (1) color copy (quality suitable for reproduction) Digital - (1) copy (CD/DVD - PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<p>u. Elevations</p> <ul style="list-style-type: none"> 24" x 36" - (2) copies folded black and white line drawing copies (a grayscale copy of the color elevations will not be accepted.) 24" x 36" - (2) color copies, folded 11" x 17" - (1) color copy, folded (quality suitable for reproduction) 11" x 17" - (1) copy, folded black and white line drawing (quality suitable for reproduction) 8 1/2" x 11" - (1) color copy, (quality suitable for reproduction) 8 1/2" x 11" - (1) copy black and white line drawing (quality suitable for reproduction) Digital - (1) copy (CD/DVD - PDF Format)

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<input checked="" type="checkbox"/>	<input type="checkbox"/>	v. Elevations Worksheet(s) Required for all Development applications to rezone to Planned Unit Development (PUD) and Downtown when elevations are required to be submitted. • 24" x 36" - ② copies, folded • Digital - ① copy (CD/DVD - PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	w. Perspectives • 11" x 17" - ① color copy, folded (quality suitable for reproduction) • 8 1/2" x 11" - ① color copy (quality suitable for reproduction) • Digital - ① copy (CD/DVD - PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	x. Floor Plans • 24" x 36" - ① copy, folded • 11" x 17" - ① copy, folded (quality suitable for reproduction) • Digital - ① copy (CD/DVD - PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	y. Floor Plan Worksheet(s) <i>for patios/balconies</i> (Required for restaurants, bars or development containing there-of, and multi-family developments): • 24" x 36" - ① copy, folded • 11" x 17" - ① copy, folded (quality suitable for reproduction) • Digital - ① copy (CD/DVD - PDF Format)
<input type="checkbox"/>	<input type="checkbox"/>	z. Roof Plan Worksheet(s) • 24" x 36" - ① copy, folded • Digital - ① copy (CD/DVD - PDF Format)
<input type="checkbox"/>	<input type="checkbox"/>	aa. Electronic Massing Model: • 11" x 17" - ① color copy, folded • 8 1/2" x 11" - ① color copy (quality suitable for reproduction) • Digital - ① copy (CD/DVD - PDF Format) Scaled model indicating building masses on the site plan and the mass of any building within: <input type="checkbox"/> 750-foot radius from site <input type="checkbox"/> Other: _____ (The electronic model shall be a computer-generated Sketch-up® model or other electronic modeling media acceptable to the Current Planning Services department.)
<input type="checkbox"/>	<input type="checkbox"/>	bb. Solar Analysis The solar analysis shall be completed for twenty first day of March, June, September, and December at 6:00 a.m., 9:00 a.m., 12:00 p.m., 3:00 p.m. and 6:00 p.m. Required for all Development applications to rezone to Planned Unit Development (PUD). • 11" x 17" - ① copy, folded (quality suitable for reproduction) • Digital - ① copy (CD/DVD - PDF Format)

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<input checked="" type="checkbox"/>	<input type="checkbox"/>	cc. Exterior Lighting Site Plan 24" x 36" (1) copy, folded 11" x 17" (1) copy, folded (quality suitable for reproduction) <ul style="list-style-type: none"> • Digital - (1) copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	dd. Manufacturer Cut Sheets of All Proposed Lighting 24" x 36" (1) copy, folded 11" x 17" (1) copy, folded (quality suitable for reproduction) <ul style="list-style-type: none"> • Digital - (1) copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	ee. Cultural Improvement Program Plan <input type="checkbox"/> Conceptual design <ul style="list-style-type: none"> • 11" x 17" – (1) copy, <u>folded</u> (quality suitable for reproduction) • 8 ½" x 11" – (1) color copy (quality suitable for reproduction) • Digital - (1) copy (CD/DVD – PDF Format) <input type="checkbox"/> Narrative explanation of the methodology to comply with the requirement/contribution.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	ff. Sensitive Design Concept Plan and Proposed Design Guidelines (Architectural, landscape, hardscape, exterior lighting, community features, common structures, etc.) <ul style="list-style-type: none"> • 11" x 17" – (1) copy, <u>folded</u> (quality suitable for reproduction) • 8 ½" x 11" – (1) color copy (quality suitable for reproduction) • Digital - (1) copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	gg. Master Thematic Architectural Character Plan <ul style="list-style-type: none"> • 11" x 17" – (1) copy, <u>folded</u> (quality suitable for reproduction) • 8 ½" x 11" – (1) color copy (quality suitable for reproduction) • Digital - (1) copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	hh. Conceptual Signage Plan <ul style="list-style-type: none"> • 11" x 17" – (1) copy, <u>folded</u> (quality suitable for reproduction) • 8 ½" x 11" – (1) color copy (quality suitable for reproduction) • Digital - (1) copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	ii. Other: <hr style="border: 0; border-top: 1px solid black; margin: 5px 0;"/> <ul style="list-style-type: none"> <input type="checkbox"/> 24" x 36" – _____ copy(ies), <u>folded</u> <input type="checkbox"/> 11" x 17" – _____ copy(ies), <u>folded</u> (quality suitable for reproduction) <input type="checkbox"/> 8 ½" x 11" – _____ copy(ies) (quality suitable for reproduction) <input type="checkbox"/> Digital – (1) copy (CD/DVD – PDF Format)

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22. Development Plan Booklets

- 11" x 17" – ③ copies (quality suitable for reproduction)
- 8 ½" x 11" – ① copy (quality suitable for reproduction)
- Digital – ① copy (CD/DVD – PDF Format)
- 8 ½" x 11" – ③ copies on archival (acid free) paper: this is a **delayed submittal** that is to be made after the Planning Commission recommendation.

The Development Plan Booklets shall include the following:

- ☐ Application Narrative
- ☐ Legislative draft of the proposed development standards, or amended development standards
- ☐ Legislative draft of the proposed List of Land Uses
- ☐ A dimensioned plan indicating the proposed boundaries of the application
- ☐ Context Aerial with the proposed Site Plan superimposed
- ☐ Site Plan
- ☐ Subdivision Plan
- ☐ Open Space Plan
- ☐ Phasing Plan
- ☐ Landscape Plan
- ☐ Greater Phoenix Metro Green Infrastructure Handbook
- ☐ Hardscape Plan
- ☐ Transitions Plan
- ☐ Parking Plan
- ☐ Pedestrian and Vehicular Circulation Plan
- ☐ Conceptual Elevations
- ☐ Conceptual Perspectives
- ☐ Electronic Massing Model
- ☐ Solar Analysis
- ☐ Exterior Lighting Plan
- ☐ Manufacturer Cut Sheets of All Proposed Lighting
- ☐ Cultural Amenities Plan
- ☐ Special Impacts Analysis (Lighting Program, Dust Control, Noise Analysis and Control)
- ☐ Sensitive Design Concept Plan and Proposed Design Guidelines (architectural, landscape, hardscape, exterior lighting, community features, common structures, etc.)
- ☐ Master Thematic Architectural Character Plan
- ☐ Conceptual Signage Plan
- ☐ Other:

Color and black and white line drawings shall be provided in accordance with the individual plan requirements above.

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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	23. Proposed Public Benefit Narrative, Plan, and Total Construction Cost Estimate for proposed development standard bonus(es) (PBD, Infill Incentive, or PCP rezoning applications that include the use bonus provisions. A professional consultant shall provide the Total Construction Cost Estimate)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	24. Preliminary Drainage Report <i>updated</i> See Chapter 4 of the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for drainage reports. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits, full color aerial, and topography maps. Full size plans/maps shall be folded and contained in pockets. <ul style="list-style-type: none"> Hard copy - 8-1/2" x 11" - ① copy of the Preliminary Drainage Report including full size plans/maps in pockets Digital - ① copy of the Drainage Report. Any advanced hydraulic or hydrologic models shall be included (see handout submittal instructions)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	25. Preliminary Grading and Drainage Plan See Chapter 4 of the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for the plan. The preliminary grading and drainage plan may be included as part of the preliminary drainage report. <ul style="list-style-type: none"> Hardcopy - 24" x 36" - ① copy of the Preliminary Grading and Drainage plan. Digital - ① copy of the Preliminary Grading and Drainage Plan (see handout submittal instructions)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	26. Master Drainage Plan See the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for Master Drainage Report. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits, full color aerial, topography maps and preliminary grading and drainage plans. Full size plans/maps shall be folded and contained in pockets. <ul style="list-style-type: none"> 8-1/2" x 11" - ① copy of the Drainage Report including full size plans/maps in pockets Digital - ① copy (see handout submittal instructions)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	27. Preliminary Basis of Design Report for Water <i>Summary of changes</i> See the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for Basis of Design Report for Water. The report must include all required exhibits and plans. <ul style="list-style-type: none"> 8-1/2" x 11" - ④ copies – the report shall be bound, all full-size plans/maps provided in pockets. <p style="text-align: center;"><u>OR</u></p> <ul style="list-style-type: none"> Digital - ① copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input type="checkbox"/>	28. Preliminary Basis of Design Report for Wastewater <i>Summary of changes</i> See the City's <u>Design Standards & Policies Manual</u> for specific submittal and content requirements for Design Report for Wastewater. The report shall be bound and must include all required exhibits and plans. <ul style="list-style-type: none"> 8-1/2" x 11" - ④ copies – the report shall be bound, all full-size plans/maps provided in pockets. <p style="text-align: center;"><u>OR</u></p> <ul style="list-style-type: none"> Digital - ① copy (CD/DVD – PDF Format)

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<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	29. Master Plan for Water	<p>Contact the Water Resources Department at 480-312-5685 to discuss offsite and onsite analysis and report content. The report shall be bound and must include all required exhibits and plans.</p> <ul style="list-style-type: none"> 8-1/2" x 11" - ④ copies – the report shall be bound, all full-size plans/maps provided in pockets. <p style="text-align: center;"><u>OR</u></p> <ul style="list-style-type: none"> Digital - ① copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	30. Master Plan and Design Report for Wastewater	<p>Contact the Water Resources Department at 480-312-5685 to discuss offsite and onsite analysis and report content. The report shall be bound and must include all required exhibits and plans.</p> <ul style="list-style-type: none"> 8-1/2" x 11" - ④ copies – the report shall be bound, all full-size plans/maps provided in pockets. <p style="text-align: center;"><u>OR</u></p> <ul style="list-style-type: none"> Digital - ① copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	31. Transportation Impact & Mitigation Analysis (TIMA)	<p>Please review the City's Design Standards & Policies Manual and Transportation Impact and Mitigation Analysis Requirements provided with the application material for the specific requirements. The report shall be bound (3 ring, GBC or coil wire, no staples) with card stock front and back covers, and must include all required exhibits, and plans.</p> <p><input type="checkbox"/> Category 1 Study</p> <p><input type="checkbox"/> Category 2 Study</p> <p><input type="checkbox"/> Category 3 Study</p> <ul style="list-style-type: none"> 8-1/2" x 11" - ③ copies of the Transportation Impact & Mitigation Analysis Water including full size plans/maps in pockets Digital - ① copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	32. Native Plant Submittal Requirements: (form provided)	<ul style="list-style-type: none"> 24" x 36" – ① copy, <u>folded</u>. <p>(Aerial with site plan overlay to show spatial relationships of existing protected plants and significant concentrations on vegetation to proposed development)</p> <ul style="list-style-type: none"> Digital - ① copy (CD/DVD – PDF Format) See Sec. 7.504 of the Zoning Ordinance for specific submittal requirements.
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	33. Environmental Features Map	<ul style="list-style-type: none"> 24" x 36" – ① copy, <u>folded</u> 11" x 17" – ① copy, <u>folded</u> (quality suitable for reproduction) Digital - ① copy (CD/DVD – PDF Format)
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	34. Other:	<hr/> <hr/> <hr/>

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Rezoning Development Application Checklist

PART III – SUBMITTAL OF THE DEVELOPMENT APPLICATION

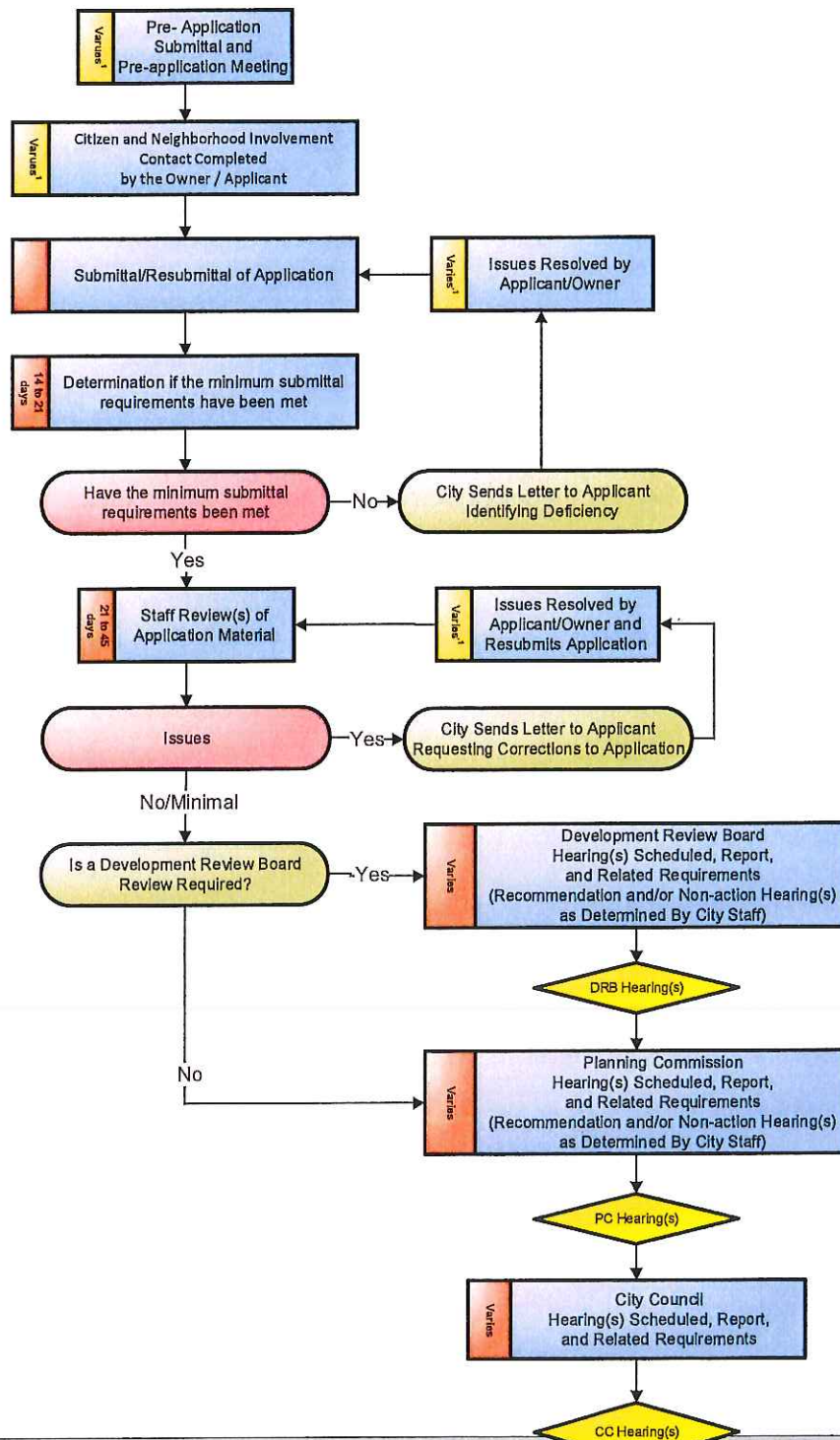
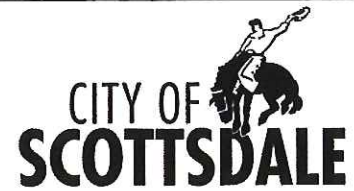
Req'd	Rec'd	Description of Documents Required for Complete Application. No application shall be accepted without all items marked below.
<input type="checkbox"/>	<input type="checkbox"/>	35. An appointment must be scheduled to submit this application. To schedule your submittal meeting please call 480-312-7767 . Request a submittal meeting with a Planning Specialist and provide your case pre-app number; _____-PA-_____.
<input checked="" type="checkbox"/>	<input type="checkbox"/>	36. Submit all items indicated on this checklist pursuant to the submittal requirements including one copy of all items in a digital format.
<input type="checkbox"/>	<input type="checkbox"/>	37. Submit all additional items that are required pursuant to the stipulations of any other Development Application upon which this application is reliant.
<input type="checkbox"/>	<input type="checkbox"/>	38. Delayed Submittal. Additional copies of all or certain required submittal indicated items above will be require at the time your Project Coordinator is preparing the public hearing report(s). Your Project Coordinator will request these items at that time, and they are to be submitted by the date indicated in the request.
<input checked="" type="checkbox"/>		<p>39. If you have any questions regarding this application checklist, please contact your Project Coordinator.</p> <p>Coordinator Name (print): _____ Phone Number: 480-312-_____</p> <p>Coordinator email: _____@scottsdaleaz.gov Date: _____</p> <p>Coordinator Signature: _____</p> <p>If the Project Coordinator is no-longer available, please contact the Current Planning Director at the phone number in the footer of this page if you have any question regarding this application checklist.</p> <p>This application needs a: <input type="checkbox"/> New Project Number, or</p> <p><input type="checkbox"/> A New Phase to an old Project Number: _____</p>
		<p>Required Notice</p> <p>Pursuant to A.R.S. §9-836, an applicant/agent may request a clarification from the City regarding an interpretation or application of a statute, ordinance, code or authorized substantive policy, or policy statement. Requests to clarify an interpretation or application of a statute, ordinance, code, policy statement administered by the Planning and Development Services, including a request for an interpretation of the Zoning Ordinance, shall be submitted in writing to the One Stop Shop to the attention of the Planning and Development Services Director. All such requests must be submitted in accordance with the A.R.S. §9-839 and the City's applicable administrative policies available at the Planning and Development Services' One Stop Shop, or from the city's website:</p> <p>http://www.scottsdaleaz.gov/planning-development/forms</p> <p>Planning and Development Services One Stop Shop Planning and Development Services Director 7447 E. Indian School Rd, Suite 105 Scottsdale, AZ 85251 Phone: (480) 312-7000</p>

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Development Application Process

Abandonment (AB), Municipal Use Master Site Plan (UP), Infill Incentive (II), & Zoning District Map Amendment (ZN)



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Public Participation

-Non-major General Plan Amendment (GP)
-Rezoning (ZN)
-Infill Incentive (II)



Public participation ensures early notification and involvement prior to formal application submittal, which is an integral component of Scottsdale's public hearing process.



Step 1: Complete Citizen Review Plan prior to conducting neighborhood outreach

The Plan shall include:

1. Where and when the open house will be held
2. How and when neighbors will be notified
3. School districts shall be notified 30 days prior to filing the formal application when rezoning from a non-residential to a residential district or when greater residential densities are proposed. Refer to the Collaborative City and School Planning packet.

Step 2: Complete Neighborhood Involvement Outreach

Hold a minimum of 1 Open House Meeting prior to formal application submittal.

- Send open house invite via 1st Class Letter to property owners & HOAs within 750' of the property that is the subject of the rezoning or non-major General Plan amendment, to the City's interested parties lists (GP list and standard list), and to the City project coordinator. Invitations need to be sent at least 10 calendar days prior to the open house meeting, and include the following information:
 - Project request and description
 - Pre-application number (xx-PA-xxxx)
 - Project location (street address)
 - Size (e.g. Number of acres of project, square footage of lot)
 - Existing General Plan land use designation graphic for zoning cases
 - Existing and Proposed General Plan land use designations for non-major GP cases
 - Zoning (for ZN case: existing and proposed graphics)
 - Applicant and City contact names, phone numbers, and email addresses
 - Scheduled open house(s) - including time, date, and location
 - Any associated active cases
- Post **Project Under Consideration** sign at least 10 calendar days prior to your Open House Meeting (See Project Under Consideration (White Sign) posting requirements)
- E-mail open house information to the Project Coordinator and to: planninginfo@scottsdaleaz.gov
- Provide sign-in sheets and comment sheets at the open house meeting
- [Avoid holding the Open House meeting on holidays, weekends, and during working hours](#)
- Maintain contact with property owners and other interested parties throughout the process to achieve productive neighborhood involvement
- Hold additional open house meetings as necessary to encourage public participation and productive neighborhood involvement

Public Participation

-Non-major General Plan Amendment (GP)
-Rezoning (ZN)
-Infill Incentive (II)



Step 3: Complete and include a Neighborhood Involvement Report (GP)/Citizen Review Report (ZN) and Citizen Review Plan with application submittal

The Report shall include:

- A. Details of the methods used to involve the public including:
 1. A map showing the number of and where notified neighbors are located
 2. A list of names, phone numbers/addresses of contacted parties (e.g. neighbors/property owners, School District representatives, and HOAs)
 3. The dates contacted, how they were contacted, and the number of times contacted
 4. Copies of letters or other means used to contact property owners and other interested parties, school districts, and HOAs; along with copies of all comments, letters, and correspondence received
 5. List of dates and locations of all meetings (e.g. open house meetings, meetings with individual/groups of citizens, and HOA meetings)
 6. The open house sign-in sheets, a list of all people that participated in the process, and comment sheets, along with a written summary of the meeting
 7. The completed affidavit of sign posting with a time/date stamped photo (form provided)
- B. A written summary of the public comments including: project aspects supported of issue or concern and problems expressed by citizens during the process including:
 1. The substance of the comments
 2. The method by which the applicant has addressed or intends to address the comments identified during the process

Step 4: Post public hearing sign at least 15 calendar days prior to public hearing (see Public Hearing (Red Sign) posting requirements), and submit the completed affidavit of sign posting with a time/date stamped photo

City will conduct additional public notification

- Mailing out postcards to the City's standard interested parties list and property owners within 750 feet of the property that is the subject of the rezoning or non-major General Plan amendment
- Publishing required legal ad in newspaper
- Posting case information on the City website
- Posting case information on social media
- Sending case information to email subscribers

Related Resources:

- Project Under Consideration Sign Posting Requirements
- Affidavit of Posting
- Public Hearing Sign Posting Requirements
- Collaborative City and School Planning Packet
- Zoning Ordinance Sec. 1.305.C (Citizen Review Process)
- City of Scottsdale General Plan 2001
- Interested Parties List